

Campaign Memo #7

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: August 27, 2021

Pilot Wave Goal: \$11,523,286
Pilot Wave Pledges: \$4,456,320
% Wave Goal: 39%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges totaling \$336,200 this week.
- ♥ The wave has surpassed \$4.45 million to date from the first 215 families to pledge.
- ♥ There are 59 new visits scheduled.
- ♥ The average pledge in the pilot parishes to date is \$20,727.
- ♥ Pilot parishes received three new gifts of \$100,000 this week.
- ♥ Congratulations to these pastors and their parish volunteer teams this week:
 - Fr. Patrick Burns and the volunteers at St. Francis Borgia, Cedarburg posted a 10% of goal increase! The parish has achieved 72% of goal thus far.
 - Fr. Michael Merkt and the team at St. John the Evangelist, Greenfield received a \$100,000 pledge making for an 8% of goal increase!
 - Fr. Ricardo Martin and the team at Sacred Heart, Racine are closing in on \$500,000 pledged and have achieved 72% of the parish goal to date.
 - Fr. Art Maddox and St. Alphonsus, New Munster received new pledges totaling 8% of the parish goal!

Talking Points for Follow-up to Pledge Requests

Families often will ask for time to pray about their requested pledge for Love One Another. This is a good sign that shows the visit went well and they are taking the request seriously! Timing of the follow-up is everything, like so many things in life. Follow-up contacts should take place 5-7 days after the initial pledge request visit. Below are suggestions for ways to follow-up visits.

- When we last met, you requested time to pray about Father's request for a pledge to Love One Another. Can I answer any questions to help you come to a decision about your pledge?
- Would you be available to meet with me for just a few minutes at your home, the parish, or another spot—perhaps outdoors—to discuss your decision?
- Your pledge will influence and inspire other parish families to give – and we have many families still to inspire!

- The parish will be going public with the campaign in a matter of weeks, and we want to make sure we show strong support up front.
- We would be grateful to be able to include your gift in our total pledged to date.
- Your pledge will help build momentum for the campaign, which is key to our ultimate success.

Tips of the Week

That three \$100,000 pledges were received this week in pilot parishes tells us:

- Good things often happen when we pray about our roles in the campaign and ask our prospective donor families to pray about their pledges to Love One Another.
- Folks in the Archdiocese of Milwaukee are willing and able to support their parishes and important Catholic ministries with significant pledges to Love One Another.
- Our parish families are extraordinarily generous. Their generosity should never be underestimated.
- Wonderful results can happen when parish leaders and volunteers are positive and passionate in telling the campaign story and inviting fellow parishioners to pledge.
- We should always request specific pledges and allow families to decide for themselves what to pledge.

Upcoming Key Dates

Please note these campaign dates:

- Volunteer Meeting #6, Report Meeting; week of August 30
- Volunteer Meeting #7, Report Meeting; week of September 6

Please attend all volunteer check-ins/report meetings even if you have no new pledges to report for the week. They are an opportunity to learn of the campaign progress in your parish and other pilot parishes, get questions answered, and learn which approaches other volunteers are using successfully to schedule and conduct their visits with other families.

Parish Campaign Directors

The campaign team is ready to assist you in every way possible to achieve your goals. Please contact us at 414-769-3459 or loveoneanother@archmil.org, or you may directly contact your parish campaign director.

Thank you for all you do for your parish community, the Church, and the success of the Love One Another Campaign!